FILIPPO DANESI

WORK EXPERIENCE

NUR Digital Marketing / Technical SEO Specialist

2022 - Current / Mantova

I coordinate the SEO strategy and integrate solutions based on artificial intelligence to optimize online visibility. I oversee research and development, adopting innovative technologies. I collaborate with interdisciplinary teams to ensure that our SEO practices are cutting-edge and aligned with business objectives.

Tesecom - Agenzia di Comunicazione / SEO & SEM Specialist

2020 - 2022 / Pisa

I developed and implemented effective strategies to optimize search engine rankings and manage online advertising campaigns. I analyzed and interpreted data to increase traffic and conversions. I also optimized content and keywords, ensuring maximum performance of pay-per-click campaigns and organic growth.

Brand-On Agenzia di Comunicazione / E-Commerce Specialist

2019 - 2020 / Ponsacco

I managed and optimized online product sales. I analyzed market data to develop effective digital marketing strategies, increasing sales and customer loyalty. I collaborated with development teams to improve site usability. I also managed inventory, promotions and pricing strategies, maximizing profits.

EDUCATION

Centro Studi Comunicare l'impresa

2021 - 2022 / Bari

MASt in Global Marketing, Comunicazione e Made in Italy

24ORE Business School

2021 / Milan

MASt in Big Data e Business Analytics

IED Istituto Europe di Design

2020 - 2021 / Florence

MASt in E-Commerce: Design and Management

CERTIFICATIONS

Google SEO Fundamentals

2023 / University of California, Davis

Advanced Google Analytics

2021 / Google Analytics Academy

SPOKEN LANGUAGES

Italian

Native speaker

English

B2 Upper intermediate

PARTNERSHIPS

Publisher

2015 - 2016 / Uni Info News

SKILLS

Technical

HTML, CSS and JavaScript, On-Page optimization, Off-Page optimization, Keyword analysis, SEO tools, AI tools, CMS management, JavaScript framework, Data visualization, Mobile SEO, Data analytics tools

Professional

Proactivity, Attention to detail, Problem-solving, Adaptability, Active listening, Teamwork, Critical thinking, Analytical skills, Curiosity

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